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# The Fruitman's Club==Its Accomplishments==and What It Hopes to Accomplish *Fruitman's Club*

By V. B. Newton, President Fruitman's Club

To attempt to relate in detail the accomplishments of the Fruitman's Club would require considerable time to compile and take a great deal of space in this good magazine to print, so I will merely attempt to hit the high spots.

The sole purpose of the Fruitman's Club is to stabilize the Florida citrus industry and our method of accomplishing this is through eliminating competitive waste without eliminating competition. You may ask, what is considered competitive waste. In my opinion, insofar as the Florida citrus industry is concerned, competitive waste consists of the following. Lack of information, friction between shippers, lack of confidence, improper distribution, and failure to work together for those things which are for the general good of the industry.

## What We Have Accomplished

The Fruitman's Club has been very successful in creating among its members a better understanding and a feeling of confidence. The Fruitman's Club is composed of shippers both Exchange and independents, who control approximately 75 per cent to 80 per cent of the citrus fruit of Florida and the efforts of these members, we believe is directly responsible for the favorable market conditions that existed during the

season just closing for we were able to gather in open meetings and discuss problems that affected everyone with a thought of arriving at the best manner to solve same. As stated in the beginning, we have created a feeling of better understanding and a feeling of confidence, therefore we are in position to properly analyze, as a body, the question of distribution in connection with the controlling law of supply and demand, and by so doing we have kept the various markets in a healthy condition and greatly benefited the jobbers, automatically creating among them a greater interest in Florida citrus, which in turn gave strength to the Florida industry.

The Fruitman's Club in February 1925, put on an advertising campaign to stimulate consumers' interest in Florida grapefruit. While the amount of money that was available for this purpose was very small we were successful in creating consumers' demand that resulted in many thousands of dollars profit to the grapefruit growers in Florida. At the time this campaign was begun, Florida grapefruit was in bad repute and the net returns to the grower were somewhere in the neighborhood of 10c to 25c a box on the tree. After the campaign was under full headway, the market immediately

picked up and the growers were successful in receiving a return that made grapefruit growing profitable.

Our advertising campaign was conducted along lines that created consumers' demand and automatically caused jobbers to take an interest in Florida grapefruit. Naturally this added strength to the campaign and was one of the great factors in making it a success.

In April 1925, the Fruitman's Club presented to the Legislature a proposed bill (which was accepted and enacted by the Legislature without a dissenting vote) outlining the conditions under which citrus fruit could be shipped from the State between August 31st and November 26th of each year. This bill is generally referred to as the green fruit law and everyone who is acquainted with it I am sure will agree that it has meant much to the growers of citrus in Florida and created for Florida citrus during the period above mentioned, a prestige that had not been enjoyed by the citrus industry of Florida.

During the season just passed, through the efforts of the Fruitman's Club, the citrus growers of Florida were successful in finding a very favorable market for their citrus. This we believe was brought about by the fact that the various shippers coop-

erated very closely in exchanging information relative to general market conditions and worked harmoniously on the question of distribution. It will possibly be of interest to know that the recommendations of the Fruitman's Club as to the tonnage that should go forward from week to week, was never exceeded over 10 per cent to 15 per cent and this variance is chargeable to the fact that it is impossible to cut down or increase the shipments of citrus fruit immediately. Another contributing cause was the fact that all shippers of Florida citrus are not members of the Fruitman's Club. These favorable sales were brought about notwithstanding the fact that the northern markets were in the throes of a very severe winter. An analysis would probably show that we only averaged two favorable days out of each week, (insofar as weather conditions were concerned) in the larger markets between December 15th and March 15th. Those who are acquainted with the perishable game will unquestionably agree that extreme cold weather always has a tendency to lower prices as it is almost impossible for the distributors to handle fruit during such periods. We therefore feel that this alone adds prominence to the Club's accomplishments.

#### What We Hope to Accomplish

The Fruitman's Club is now undertaking to put on a National advertising campaign for Florida citrus. This unquestionably is its greatest undertaking and the growers of citrus fruit of Florida should be, and we believe are, deeply interested in the outcome of this effort. It will mean a great deal to everyone who is interested in Florida, as it is unquestionably admitted that the citrus industry is Florida's greatest industry and consequently anything that materially helps or injures this major industry has a similar effect upon every business in Florida. The plans of this campaign, briefly, are as follows.

The Fruitman's Club hopes to enter into an agreement with the majority of shippers of Florida citrus fruit whereby they will pay into the Club 5c per box for each and every box of citrus fruit shipped by them during the season 1926-27. These contracts are not to be binding upon the various shippers unless we find that at least 75 per cent of the fruit is represented by them. These funds are to be handled by a Board of Governors who have been selected from various shipping organizations and selected in a manner so as to give equitable representation. These gentlemen are well known to practically

## THE CITRUS INDUSTRY

all fruit growers and shippers of Florida, as well as the jobbers and distributors on the other end, have utmost confidence. They are men who have made outstanding success in their particular line of business and are men who will handle the proposed advertising campaign judiciously and advantageously. They are W. H. Mouser, Lawrence Gentile, Earl Wirt, J. C. Chase, Frank Skelly, Jno. Snively, R. D. Keen, J. N. Montgomery, F. W. Kramer.

In order for this campaign to be a success, it is necessary to have at least 75 per cent of the citrus fruit of Florida represented and we should have a greater tonnage than this. Owing to the importance of this undertaking I want to ask every grower of Florida citrus fruit to communicate with his preferred marketing organization and assure them of his moral support in this undertaking for in reality the growers are the ones who will obtain the main advantage. Of course the shipper will obtain an advantage on account of healthy market conditions which will assist in stabilizing his business. The receiver will benefit for the same reason, but the grower will benefit by larger returns.

If this undertaking fails it is the belief of many bankers and representative business men, and particularly gentlemen who are well versed in the citrus industry, that the citrus industry of Florida will go backward some five to ten years. This in my mind, would be a calamity and do a great deal of harm to the State of Florida as a whole for the citrus industry has played a very prominent part in the progress of Florida.

I believe this is a time when all shippers and growers should work together harmoniously to make this one undertaking a great success, as we are now living in an age when advertising is a necessity. Our competitors are spending millions to create consumers' demand and when I say our competitors I do not refer only to those who are offering citrus fruit to the consuming public, but I refer to those who are making an attempt to get any part of the food dollar, and unless Florida growers and shippers realize the seriousness of our failure to create the proper consumers' demand for Florida citrus, I fear that we will find ourselves back where we were several years ago when it was not profitable to grow citrus.

As to whether an advertising campaign of this kind will be a success or not, we only have to guide us the records of the past. The lumber peo-

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ple, steel people, sheet metal people and various fruit organizations have joined together and put on associated advertising campaigns and so far as I have been able to learn, each of them have been successful. The day is rapidly approaching when it will be compulsory for competitors in various industries to work together in order to get the proper recognition in the business world. To support my statement in this connection I quote to you an extract from an address delivered before the Sheet Metal Ware Association by Mr. C. H. Cheney, Vice President of the American Exchange Pacific National Bank of New York City. It is not necessary to explain who Mr. Cheney is as he is regarded as one of America's greatest financiers and one of America's most conservative business men.

"The time is not far away when a business man's membership in trade associations will be an important factor in his banker's judgment of his credit rating. It will be that for three reasons: Trade association membership is a measure of character, because it shows the member's ability to get along well with others. Trade association membership is a measure of intelligence of the member's business methods, because he is trying to eliminate competitive waste and to use cooperation as an economical promotion weapon. Trade association membership is a measure of the soundness of the industry, because it is doing something for the stability, efficiency and economy of production and distribution.

"That is why, as a banker, I believe that the need of the nation is better, stronger, more active, more intelligent, more public-spirited trade associations.

"Only through them can there be better business men and better business."

What applies to other industries in a sense, applies to the citrus industry of Florida and I trust that the growers and shippers of citrus fruit will realize the necessity of working together with an idea of benefiting the citrus industry as a whole, and at this time I wish to make a special appeal to the business men of Florida, particularly those who are directly interested in the citrus industry, to give the Fruitman's Club their support in this great undertaking.

Bat roosts as a means of mosquito control will be tried out in Sumter County, at the suggestion of Miss Agnes D. Yeamans, home demonstration agent.

# Advertising Campaign Thoroughly Advisable

By W. H. Mouser, Chairman Board of Governors Fruitman's Club of Florida

The more study that one gives to the proposed citrus advertising campaign and the conditions surrounding it, both from an organization and marketing standpoint, the more convinced those parties making that study should be concerning its thorough desirability.

Just one of the many angles from which the project may be considered is almost sufficient in itself to warrant the thorough support of all citrus growers and operators. I refer to the performance accomplished for other perishable products in lines which are not related to the citrus industry but which face the same general problems of distribution and consumer demand.

There are three primarily interested parties concerned in the marketing of citrus. They are the original producer, the ultimate consumer and the "middle man," and of these three the consumer is probably the most important marketing factor. All citrus fruit is produced to be consumed. The consumer, therefore, is the only market and a satisfied consumer is the best market. Without the demand for our product we cannot hope to sell to the trade. Our distribution and our ability to take care of increasing production is exactly commensurate with our success in interesting the entire consumer market or as much of it as is economically possible in our citrus fruit. In the end the consumer dictates both production and price.

Too many citrus growers are only too often inclined to view the marketing problem as consisting of two parties only—himself and the "middle man," the trade. We have in recent years listened to much discussion of citrus marketing board largely upon trade relationships. These discussions have in most cases left the final buyer out of consideration altogether.

Why is it that so many growers and operators in their market discussions so largely ignore the consumer? It is probably because they have no direct contact with him.

Take as an example an Iowa producer of eggs. If he puts a bad egg in his egg case he does not see the expression on the face of the Bos-

ton or New York housewife when the bad egg is opened. Her retail grocer hears her comment over the telephone. As far as he is concerned, he is not aware of the fact that he did not get by with the inferior product. He does not become aware of it until consumer dissatisfaction is relayed back to him through the trade and expressed in terms of a falling off for his product. The failing is that he has not considered the consumer.

Another difficulty often crops up is the assumption on the part of the perishable goods producer that the consumer is more or less in his power—that the consumer must eat the product as he supplies it or go without. He assumes the existence of this necessitous demand for his product and that it is constant. Both of these assumptions are unsound. The consumer may turn and in many cases has turned to various substitutes and alternatives for any one kind of food—for citrus.

This consumer demand for citrus is very elastic. There is much non-citrus competition which can creep in and limit our consumer market. With these conditions in mind, it seems to me patently evident that unless we consider this most important factor of merchandising we cannot make the progress and insure the stability of which we know the citrus industry is capable and which we all desire to obtain. We can reach the consumer with our message only through advertising. That advertising may be in the form of magazine or newspaper space, window displays, demonstrations or any or all of these methods that those expert in the business of selling the consumer recommend. The point remains, however, that it is advertising upon which we must rely to do the consumer job for us.

And there are many successes which guide our way to this end. It is not a new project. It is new to Florida citrus, it is true, but it is an idea which has been tested and proved in other lines.

Take for example the results obtained in the pineapple industry. The Associated Shippers of Hawaiian Pineapple are, strictly speaking, compet-

itors of each other, yet they realized that to reach the consumer and to widen the consumer market for their product, their product must be presented desirably and in a result-getting manner to that consumer market. The resulting advertising campaign begun in 1909 on their canned product brought the sale in numbers of cases from 50,000 in 1909 to over 5,000,000 last year.

The Walnut Growers Association in California have increased the per capita consumption of all walnuts 80 per cent through their consideration of the consumer in the form of their advertising effort. The sales on the particular brand packed by this association have increased during that same period 181 per cent.

During the last five years a great deal of advertising has been done on bread. Large baking firms have been advertising bread extensively. Yeast manufacturers have advertised it. The raisin people have advertised it. Flour manufacturers have done the same. Bread has always been considered a staple, yet it is significant of the success of this kind of effort that the per capita consumption of bread during these five years have shown an increase of 64 per cent.

Similarly, the per capita consumption of coffee has been increased 34 per cent; of saur kraut 275 per cent and so on for many examples in the perishable goods line which might be cited.

These results have been obtained only through consistent, intelligent consideration of the importance of the consumer and advertising to prompt and widen the demand.

It seems to me that this one point alone—that of successful past performance in the advertising of other perishable products—is adequate evidence of the results which we may expect through a similar effort on Florida citrus. Consideration of these facts on the part of Florida citrus growers and operators should insure their support. Given that support, the Fruitmen's Club of Florida is properly organized to carry the proposition through to a successful and profitable conclusion.

# Suspicion and Confidence

By A. M. Pratt, Sales Manager, Chase & Co.

I was talking with a man the other day who said, "The biggest trouble with Florida growers is suspicion and ignorance." I said, "Just what do you mean?" "Well, I mean the average grower thinks the packer is not to be trusted. He wants a guarantee before he will let you handle his crop. If you agree to the guarantee he asked, he immediately thinks he didn't insist on enough and has misgivings that he will never get more, even though the market nets more than the guarantee requires. If he doesn't insist on a guarantee he is going to sell on the tree. He is afraid of a packer or a marketing organization. He is just downright suspicious that's all and you can't change him."

We dug into the problem further trying to understand what was back of this and I tried to reconcile such an attitude with what appeals to me as quite a different one that seems all about us here in Florida. There is generally a spirit of confidence, not fear. Florida is not filled with suspicion but with courage. It is this spirit that has brought Florida ahead in leaps and bounds during the last few years. It is true that we are now in a slower period—but is a normal one where the pace is steady, the purpose truer and the courage greater in meeting obstacles that in our enthusiasm were previously overlooked.

Is the Citrus industry on so much lower level as to make it necessary for the successful grower to be suspicious of those who offer their marketing service to him? Are those who man the packing houses and assume responsibilities in marketing, men so inferior to the successful leaders in other business activities as to have been the means of creating this suspicion and distrust towards them?

Last Friday as I studied the fifteen men who were in conference from 10 A. M. to 6 P. M., I was trying to size them up, their underlying motives and their reactions, as we all talked as competitors (for we were) over the problems of the Citrus industry. We were struggling with the Advertising Problem of Grapefruit and Oranges. We were talking about those who had not yet signed up and were trying from every angle to size things up. There we were—competitors—talking man to man, in a friendly frank manner with one absorbing purpose, to bring about conditions where the growers who looked to us for service in either out-

right buying, or guaranteeing or in purely a packing and marketing service, would get more money for their crops. As competitors, don't you think we might be justified in being suspicious? We were not pretending to be other than competitors; we knew each of us would be doing everything possible to build our own business, but at the same time we are deliberately taking steps to cooperate as competitors in rendering a service to our respective growers that could not be accomplished by any of us individually.

As we talked, I thought of this statement about the Florida grower generally being so suspicious of all of us. I realized that we were not competitors of the growers or the growers competitors of us. Yet we fifteen men were competitors. Nevertheless there was absent during the entire day any atmosphere of suspicion and not once was a false note thrown into our frank discussion. Competitors who had not joined were not blackguarded. We felt they simply hadn't looked into things enough to see the necessity of their likewise putting their shoulders to the wheel. We were confident they likewise would see their duty to the industry and that means to the growers, to you growers individually.

As I have thought this over since it also seemed to me that the splendid spirit shown will in due time most certainly eliminate many of our mistakes as competitors. After all, when we bump into a feeling of distrust on the part of the grower towards the shipper of his product we can't say it is all the growers fault. Maybe he has been stung. Maybe some men are not to be trusted. But the thought that occurred to me was our wrong soliciting methods, the sort that deliberately aims to make a grower suspicious of everybody else than ourselves, the sort that takes a half truth and twists it in an attempt to lower the growers confidence towards some man or organization towards which the solicitor sees you as a grower are leaning, when that leaning is not towards him or his organization. We deserve reaping what we have sown as a collective body even though individually some may not have sown such kind of seed.

But this I do know, the get-together friendly attitude, the man to man contact for the underlying purpose

that we are all competitively struggling for, is bound to put a stop to this sort of practice and will create eventually a steadily growing confidence of growers in packers and a smaller proportion of growers who are suspicious of the whole rank and file of men who are attempting to serve you and the industry. Even if the splendid purpose of cooperatively advertising our industry should in some unforeseen way fail to materialize there has already been recognized a spiritual force; an inspiration for better ways of competing has been felt that is bound to bear its fruit. We see farther. It is not altruism or philanthropy or sentiment, but as competitors we know that each man or organization is going to build in accordance with the sincerity of purpose and his efficiency in carrying out the purpose of doing the utmost to bring the greatest amount of money back to his growers over a period of several years. Then we will have earned and will have the confidence that most certainly should exist between the growers who are the owners of the industry and the packers and marketing factors who are its servants. Until that confidence is generally established and maintained the Citrus Industry can never reap the big reward which is waiting. The citrus industry is no different from any other industry. Confidence is its backbone and it cannot stand erect without it.

## PARASITE IS IMPORTED FROM CUBA IN EFFORT TO CHECK CANE BORER

The old precept to "fight fire with fire" is being revised by the Experiment Station to read "fight pest with parasite." Where suitable parasites are not to be found naturally in the state, an effort is often made to import them from somewhere else. The latest parasite to be imported in a fight against a pest is a parasite of the cane borer, which has been imported from Cuba.

J. R. Watson, entomologist of the Experiment Station, says that Cuban cane growers are not troubled nearly so much with borers as are Florida growers, and this is believed to be largely due to the presence of a parasite which destroys the borer and keeps it in check. Mr. Watson has imported some of the parasites and will test them out in Florida.

# Propagating Citrus Nursery Stock

By E. L. Lord

**Stocks used:** Sour orange, trifoliolate, rough lemon, and occasionally grapefruit, cleopatra, or citrange. Be sure that the stock used is suited to the needs of the soil and variety.

Plant on new, freshly-cleared land. Plant trifoliolate seed immediately after they are ripe. Hold seeds of other stocks over until February in powdered charcoal. Plant seed in open. Irrigate. Plant in 18-inch rows for hand culture; in 3-foot rows for horse implements. Plant seed thickly, 1 to 2 inches apart, and 2 inches deep. Fertilize 5 to 6 times a year with 300 pounds per acre of 4-6-3 fertilizer. Cultivate as a truck crop.

After one season's growth transplant in December into nursery rows. Cut taproot to 8 inches when transplanting. Transplant carefully, do not allow roots to dry out. Prune off broken or excessively long roots. Set in nursery 15 inches apart in 4-foot rows. Cultivate one or two seasons. Fertilize 4 to 5 times a year with same fertilizer used above, using same amounts. When  $\frac{1}{2}$  inch in diameter stock may be budded.

**Budding:** There is nothing complicated about budding. The following precautions should be observed:

1. Stock must be in active growth (in flush), so that the bark separates readily from the wood.
2. The knife should be razor-sharp and clean and the tissues must be cut, and not torn.
3. Budwood must not be allowed to dry out. Bud must be inserted immediately after cutting. No foreign matter or water should be allowed to enter the incision.
4. Budwood should come from matured wood, not of the current flush, nor from old hard wood. Angled wood should not be used.
5. Budwood should be taken from bearing tree, true to the type of the variety desired. It should be as nearly thornless as possible.
6. When taken from the tree, the budwood must be wrapped in moist moss, cloth, paper or sawdust.

**Process:** Trim all the nursery stock removing all branches, spines and leaves from the lower 8 inches of the stock, before starting to bud. Make a vertical incision about  $1\frac{1}{4}$  to  $1\frac{1}{2}$  inches in the stock, make a horizontal incision at the base of the vertical cut, making an inverted

T, loosen the edges of the incisions with the blade of the budding knife. Next, cut a bud about  $1\frac{1}{4}$  to  $1\frac{1}{2}$  inches long, holding budding knife at angle with the budwood so that the bank of the bud will be exactly in one plane, with no tear or split of the wood. BE SURE that the bud inserted is not too thin; it should have plenty of wood beneath. It is better to hold upper part of budwood away from you and to cut the bud off towards you. Now insert the bud into the horizontal incision from below upwards until it is perfectly tight. Now wrap it with budding tape, starting to wrap from below. Wrap completely, covering the bud.

Ten to 14 days later, examine, and if the buds have taken, the stocks should be lopped by cutting about half thru the stock about 3 inches above the bud, then bending the stock over, being careful not to split the stocks downward. The lopped stocks should be bent over into the same middle so that every other middle may be left open for cultivation. Instead of lopping, under many conditions the top may be removed entirely 3 or 4 inches above the bud. All sprouts from the stock should be removed every weed, and the bud should be staked when 4 inches high with a straight 4-foot stake. When the bud is about 1 foot high and the wood hardened, all of the stock above the bud sprout should be removed. On certain stocks that do not take the bud well, it is a desirable practice to cut out a notch of bark  $\frac{1}{4}$  inch wide about 3 inches above the bud when it is inserted.

The best time to bud in Florida is just after flush starts in the spring, or before wood tightens in the fall. The December following, if bud sprout is over 3 feet high, transplant into the grove. A nursery of budded stock should be fertilized and cultivated exactly the same as the seed-bud.

## Budding Tape

Use the following formula: Four pounds each of rosin and beeswax, to which two rounded tablespoonsful of crude turpentine from field boxes has been added. Melt all together over a slow fire. Have previously prepared rolls of unbleached cotton, about 10 inches wide rolled tightly on 10-inch wooden rods (sections of

broomstick will do) and put in the melted wax. Keep roll below the wax and stirred to prevent burning. Keep in hot wax about half an hour. Remove and cool, when it will be ready for use. Unroll only as wanted, tearing into strips  $\frac{3}{4}$  inch wide and of required length.

## COUNTY AGENTS ARE APPOINTED IN BAKER, CITRUS AND MANATEE

Gainesville, Fla.—Three new county agents began work in counties of the state April 1, according to an announcement by the Agricultural Extension Division here.

Leo H. Wilson, one-time agent in Lake County, took up the work in Manatee, succeeding Ed. L. Ayers, who resigned recently to become agriculturist for the Potter-Palmer estates at Sarasota. Mr. Wilson resigned from Lake County several months ago, after a long period of distinguished service in that county. His new headquarters will be at Bradenton.

Sam H. Rountree has been secured to fill the newly-created position in Citrus County. He was reared on a farm, attended the University of Georgia for a while, was county agent in Charlton County, Ga., for three years, and for the last eight years has been with the Bureau of Department of Agriculture in sweet potato weevil eradication work. He will have headquarters at Inverness.

The position in Baker, which has been vacant since the transfer of R. F. Ward to Bradford County, was filled with the appointment of J. H. Shepard, Jr. Mr. Shepard is a graduate of the University of Missouri, and has had several years' experience in raising fruit, truck and field crops and with the dairy and poultry industries. His headquarters will be at Macclenny.

Rabies or hydrophobia is a common disease among dogs, especially during the summer months. The bite of a rabid dog is fatal to humans unless treatment is taken at once. Dogs can be inoculated and immunized from rabies.

Club work teaches rural young people to play and work together.

# Advertising Florida Fruits

Talk Over Station WDB Winter Park, Fla., Evening of May 22nd,  
1926, by W. H. Mouser, Chairman Board of Governors,  
Fruitman's Club

Any forward looking movement which has in mind the betterment of the Florida citrus industry is of interest to and vitally concerns not only the citrus growers, but also every other resident of Florida, inasmuch as the continued prosperity of the citrus industry aids very materially in the general prosperity of this state.

This is why the citrus fruit advertising campaign being promoted by The Fruitman's Club is receiving the endorsement, not only of the citrus fruit growers, the Florida State Horticultural Society and others directly interested in the production of citrus fruit, but also the endorsement and approval of chambers of commerce, civic clubs, bankers, newspapers and others throughout the state who are not themselves growers of citrus fruit but recognize the fact that the citrus industry is Florida's greatest industry.

Membership in the Fruitman's Club, which Club is working up this advertising campaign, is open to all packers and shippers of Florida citrus fruit. At this time the membership of the Fruitman's Club represents probably eighty-five per cent of the citrus production of this State, both Exchange and Independent.

The management of the campaign will be by a Board of Governors consisting of nine members of the Fruitman's Club, three representing the Florida Citrus Exchange, three the larger Independent shippers and three representing the smaller Independent shippers.

I believe everyone will agree that the development of advertising in this country has been such that consumer advertising of the commodity or product is now a necessary adjunct of successful marketing. The benefits to be derived by the grower from the consumer advertising of Florida citrus fruit, without any mention of brands or trade-marks and based solely on the merits of the fruit itself, were definitely and conclusively proven by the Grapefruit advertising campaign which was put on by the Fruitman's Club in a small way through the month of March 1925. At the time that campaign was started, Grapefruit was selling at prices which netted the growers practically nothing for the fruit; after the campaign had been running for only a

short time, the consumer demand showed a large and rapid increase, with the result that the market took a sharp advance enabling the various shippers and marketing agencies to make sales at figures which netted the growers very satisfactory and profitable prices.

The joint advertising of a commodity, without any mention of brands or trade-marks, has been carried on very extensively during the last few years and has proven a success, as is illustrated by the successful consumer advertising campaigns carried on by associations of manufacturers or producers of such articles as flowers, candy, jewelry, cast iron pipe, leather, sour kraut, pineapples, ice cream, soap, etc.

The consumer spends a certain amount of his income for food. The problem of the Florida citrus industry is to see that the proper proportion of the consumer's dollar spent for food is used in the purchase of Florida citrus fruit, awakening ourselves to the fact that other food products are working hard to divert away from Florida citrus fruit the proportion of the consumer's food dollar which we in Florida believe should be used by the consumer in the purchase of Florida citrus fruit.

Active consumer advertising campaigns with which the Florida citrus industry must compete are, to name a few, as follows: Pineapples, California oranges, California lemons, raisins, walnuts, canned fruits, bananas, fresh fruits, dates, apples.

All of you know that millions of dollars are being spent annually by the breakfast food companies of this country in magazine, newspaper, billboard and other advertising, but perhaps you have not fully realized that much of this advertising is directly competitive to the sale of Florida citrus fruit. You have undoubtedly noticed the expensive and beautifully illustrated advertisements in the largest and best nationally circulated magazines in which the breakfast cereal manufacturers recommend by word and pictures the serving of their cereals with bananas, berries, prunes and other fruits. The consumer who is induced by this advertising to combine other fruit with cereal for his breakfast or lunch, is not going to also eat Florida oranges or grapefruit at the same meal.

The Florida citrus industry cannot afford not to put on a citrus fruit advertising campaign which will counteract the extensive advertising which is competitive to the use of Florida citrus fruit by consumers, nor can it afford to go through another season without putting this advertising campaign into effect.

The new acreage of Florida citrus fruit which is to come into bearing, a great deal more than offsets any decrease in the crop from groves which have been sub-divided, excepting for crop disasters, Florida can and should figure on a regularly and steadily increasing citrus crop from year to year. It is poor and unwise merchandising to sit back and depend upon the natural and unguided increase in consumer demand to create a market which will take the increasing supplies from year to year at prices which are profitable to the growers. Florida marketing agencies, packers, shippers and growers are now practically all of the opinion that an expenditure for consumer advertising during the coming season of five cents per box on the estimated 1926-27 crop, will result in increased consumer demand which will bring about improved marketing conditions and return to the growers in higher prices for their fruit many times the amount expended for advertising.

Furthermore, agreeing that consumer advertising is now a proper and necessary part of successful merchandising or selling of any commodity or product, this general consumer advertising of Florida citrus fruit is just as necessary and will prove just as profitable to the growers with the crop small or with the crop normal as it will with the crop abnormally heavy.

This Fruitman's Club citrus advertising campaign will not be carried on during the coming season, however, unless definite pledges are received from packers, shippers and marketing agencies representing growers of at least seventy-five per cent of the estimated 1926-27 Florida citrus crop.

With the packers, shippers and marketing agencies acting as clearing-houses to make payment of the five cents per box advertising pledge to the Fruitman's Club, it is neces-

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# CITRUS COMMENTS

BY

**R. E. Lenfest, Manager Horticultural Department  
Orange County Citrus Sub-Exchange, Orlando**

## Weather Conditions

The weather we have had for the past six or eight months has been the most peculiar we have had for many years. One very observing grower who has kept almost a daily record for more than thirty years stated that he could not remember a season that had been similar to this one. The dry periods and the wet periods, the cool periods and the warm periods have been all mixed up. There was more rain than usual during the winter and spring months. The summer rains that should have started about a month ago have been late in arriving. This means that practically all of our grove problems for this time of the year have a little different angle than they usually do. Even the rust mites seemed to be late in putting in their appearance. But when they did appear they did not waste any time about attacking the fruit.

## Rust Mites *Rust mites*

Growers who are anxious to produce bright fruit should have already been keeping a close watch for the rust mites. Any who have not been looking for them should begin to do so at once although there is quite a likelihood that a good deal of damage has already been done. If by any chance the fruit is not damaged or only part of it with most of it still not having been worked on by the mites then no time should be lost. If they are present and have not covered too much of the fruit the grove should be sprayed thoroughly with lime sulphur 1 to 70 or dusted thoroughly with sulphur dust. If the spraying method is to be used it may be well to stop work during the hottest part of the day to help prevent the tendency to burn the fruit. If the work is to be done with the dusting machine then be sure that enough dust is used to cover the trees thoroughly and also remember that the hotter the day the better results will be from the use of sulphur dust. It does not pay to try to get results by the use of too little sulphur for practically all parts of the tree should be covered so that the combination of direct killing effect together

with the fuming effect of the sulphur dust will reach all parts of the tree. Trees with dense, heavy foliage will require more dust and more time per tree than those with a rather thin foliage. Some growers are apt to be misled by the appearance of the dust in the air. It looks like everything for a long distance was being covered thoroughly with the dust when there is only a part of the tree on the side that the duster is on that is getting most of the dust. The only way to be sure where the dust goes is to look over the trees ahead of the machine and note the amount of natural dust deposited on the foliage and then look them over after the machine has passed. In addition to this it is a good plan to stand on the opposite side of a tree as the machine passes and note just where the dust goes and how it floats through the tree. This is not a very pleasant test as the sulphur will bother the eyes and the nose unless a pair of goggles protects the eyes and a cloth is worn over the nose and mouth.

In warm weather the life cycle of the rust mite is rather short so that it does not take long for them to increase in numbers to the extent of doing a good deal of damage. The eggs will hatch in a very few days. Not many of the eggs are killed by the dust so that unless the dust stays on the trees for several days there will be another infestation of mites develop from the eggs that are present at the first dusting. This means that it will pay to apply a second dust within a week or ten days for the purpose of killing the mites that hatch from the eggs present at the first dusting. *Citrus Scale*

## Scales and White Flies

In groves where bordeaux oil has been used it is imperative that close watch be kept of the scales for they are quite apt to increase so rapidly that a lot of damage will be done before they are noticed. To keep this from happening be sure to look over the trees closely, inside and out, top and bottom, to make sure that the scales are under control. If there is any doubt at all the best plan will

be to give them a thorough oil emulsion spraying the last of June or the first of July. This follow up spraying must be very thoroughly done and all parts of the trees must be covered. In using the bordeaux it is easy to see just where the spray has hit as it leaves a deposit that is easily seen. The oil emulsion leaves no such deposit and it is not so easy to tell whether or not the tops of the trees are being covered. If the tops are covered with the bordeaux and not with the oil emulsion then there is almost sure to be a bad dose of scale in the tops of the trees with the result that a lot of damage is done.

## Fertilizing this Month

Many groves are rather light in color and will need special care and attention to bring them back into condition. On most of these light colored groves where they have had regular fertilizer but are still light in color it will be well to increase the amounts of fertilizer used in the summer application. It would seem that now is the time to begin to bring these groves back into condition if they are to be expected to make any growth and put on a crop next spring. Starting to put these groves into condition cannot be put off too long if good results are to be expected. A safe way to give the light colored trees a little extra feeding is to add an extra application of castor pomace using a fourth or perhaps as much as a third as many pounds of the pomace as is used of the regular fertilizer. If as high as 4 per cent or 5 per cent ammonia is used in the fertilizer then the use of an extra application should be considered very carefully before it is put on.

These run down groves should have a little more cultivation than is normally given but it must be shallow. No deep plowing or root pruning should be done. If the trees have been so badly neglected as to have a lot of dead wood due to the starved and weakened condition there should be very little if any pruning done till the trees have put out a good growth and are in a more vigorous condition.

# The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

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## GROVE CALENDAR FOR JUNE

### Some Timely Suggestions For Grove Work During The Present Month

Stop cultivating bearing groves when summer rains begin.

Finish fertilizing this month.

Plant bush velvet beans or cow peas in the middles of young groves.

Prune out dead wood in citrus to control wither tip.

Watch for rust mites on citrus and at the first appearance dust with sulphur or spray with lime sulphur, (1 to 70).

Spread the parasitic fungi to control whitefly and purple scale on citrus, especially on trees sprayed with bordeaux or bordeaux oil.

Spray pecan trees with 4-4-50 bordeaux to control pecan scab; repeat every three or four weeks during the summer.

## SUPPORT THE ADVERTISING CAMPAIGN

The Citrus Industry gives its unqualified endorsement to the proposed fruit advertising campaign of the Fruitman's Club. It believes that the expenditure of one million dollars in national advertising under the supervision of the Fruitman's Club will mean many dollars of profit in the pocket of every Florida citrus grower through a widely increased consumer demand. The Citrus Industry has the utmost confidence in the board of governors of the Fruitman's Club under whose supervision the campaign is to be conducted. It believes that every packer, shipper and grower in the state should get squarely behind this movement with his guarantee of the five cents per box assessment for advertising purposes.

The Fruitman's Club has set a minimum of

75 per cent of the estimated 1926-27 citrus crop as the goal necessary to insure the success of the campaign. As a matter of right there should be 100 per cent. Every citrus grower in the state will be benefited and every box of fruit shipped to market should bear its proportionate assessment.

Already a considerable percentage of the estimated crop has been signed up but there still remains a considerable amount yet required to bring the desired 75 per cent. This remaining percentage must be secured at once if the plan is to be put into successful operation. Much preliminary work must be done by any agency attempting to put over a campaign of this magnitude. Contracts must be signed and space reservations made with national publications at once if the advertising is to become effective in producing results for the coming season's crop. Time, in this matter, is the very essence of the contract. Promptness in signing up for the required guarantee spells success for the campaign; delay, spells failure.

Only a few days still remain for securing the remainder of the crop required by the Fruitman's Club. Every grower should at once notify his marketing agency or the packer or distributor to whom he may sell his fruit that he favors this advertising campaign which is one of the biggest things for the Florida citrus industry that has ever been undertaken, and that he will expect the marketing agency, packer or shipper with whom he does business to participate in the campaign.

There is no time for delay. If you cannot personally see your packer or shipper, write him. If you have not time to write, wire or phone advising him of your endorsement of the campaign and urging his prompt action in signing up for the guarantee fund.

Don't wait—do it now.

## EXCHANGE OFFICERS RE-ELECTED

*Citrus Exchange, Fla.*  
The recent unanimous re-election of all officials of the Florida Citrus Exchange at the annual meeting of the directors, means that there will be no material change in the policies or methods of that co-operative organization during the coming year. The policies which have been pursued during the past year under the direction of General Manager C. C. Commander and his associates were approved and doubtless will be closely followed in the year to come.

There has been nothing spectacular or sensational in the Commander management. Rather, he has been conservative, business-like and dignified in his dealings with members and with competing agencies. Much of the friction which has heretofore existed between the Exchange and the independents has disappeared, and that this has been beneficial to the industry as a whole, there can be no doubt.

It was through Mr. Commander's efforts that the Million Dollar Advertising Campaign, unanimously endorsed by the Fruitman's Club, was inaugurated, and if the plan is carried to successful issue, the credit will belong to him. This will be the outstanding achievement of his first year as general manager of the Exchange. Whatever benefits accrue from this campaign,

and they should be great, will be equally shared by all growers, whether or not they are members of the Exchange.

While an ardent believer in and supporter of the Exchange and its ideals, he has been broad enough to recognize that the welfare of the entire industry is the first consideration and to lend his efforts toward achieving that end, either through the Exchange or through co-operation with interests outside the Exchange. It is this broad consideration for the entire industry which has given him his greatest strength and his greatest hold on the growers.

### LAST SEASON'S CROP

The most authentic figures available for last season's citrus crop including oranges, grapefruit and tangerines at the close of the shipping season is 16,600,000 boxes. This includes all fruit shipments by rail, express shipments and shipments by boat and trucks out of the state as well as the amount consumed by canning plants and the local consumption in the state.

In spite of early over estimates of the crop, by far the greater portion was sold at a good profit to the grower and to all agencies concerned in the handling of the fruit. By far the better profits were realized by the grower of high quality fruit, grading fancy or bright. Even the grower of inferior fruit was able to dispose of his crop at a profit. While there has been a wide range in price between bright and fancy and russet and golden grades the season closes with practically every grower finding a balance on the right side of the ledger. The season as a whole has been most satisfactory.

### THE OUTLOOK

There has been much speculation and not a few preliminary guesses as to the probable yield of Florida's next citrus crop. These guesses have ranged all the way from the largest crop ever produced in the state down to a crop of less than normal yield. Probably one guess is just as good as another, for no estimate at this season of the year can be anything but a guess at the best.

True, there was an exceptionally heavy bloom but there have been other years of exceptionally heavy bloom which were not followed by an exceptionally heavy yield. The heavy bloom this year has been followed by a heavy dropage, exceptionally heavy in some sections, and still in progress. Just what percentage of the crop may be affected by this droppage, no one may safely predict. Other elements of uncertainty enter into the situation to cloud the judgment and prevent any accurate estimate of the ultimate yield.

By far the better thing for the individual grower to do is to put forth every effort through proper cultural methods, proper fertilization, proper spraying, dusting and fumigation, to produce the very best quality of fruit possible, safe in the knowledge that real quality fruit may always be sold at a profit regardless of what may happen to fruit of inferior quality.

Should the proposed advertising campaign

go over, as now appears most probable, an element of strength will be added to the market which will go far toward overcoming any possible over-supply which may be produced this year. A million dollars intelligently spent in national advertising will mean many millions of dollars added to the proceeds—and the profits—of Florida citrus growers next year.

If the crop is no more than normal, it should be disposed of at a good profit to the growers through the agency of this advertising campaign. If it is less than normal, the profit should be greater. Even should the crop prove to be slightly above normal, the increased consumer demand created through such an advertising campaign should assure the grower of quality fruit of good returns for his crop.

Quality fruit, properly marketed and properly advertised will always be a paying investment for the grower. Inferior fruit is more often a liability than an asset, regardless of its quantity or the manner of its marketing.

Regardless of what next year's crop may be, whether large or small, your trees deserve the best of care. A tree starved this year will not produce a good crop next year. If weakened by starvation, it will not produce a good crop for several years, no matter how well you may treat it next year. The same is true of a tree weakened by disease or pests. The profitable tree, this year, next year and in the years to come, is the healthy, well fed tree. Don't neglect or abuse your trees and expect them to pay dividends. Fertilizers and insecticides are cheap compared to a weakened or unhealthy tree.

Proper investment in fertilizer and insecticides and proper application means the difference between profit and loss at the end of the season. It is better to sweat over the fertilizer bill now than to sweat over a balance in red ink next spring.

The activity of grove planting will soon succeed the activity of sub-division development on a lot of Florida's available citrus land—to the great advantage of the grower and the state.

The Fruitman's Club says it must have a 75 per cent guarantee to make the advertising campaign a success. Let's make it 100 per cent.

Don't be parsimonious with your fertilizer but be sure that you get fertilizer of quality. The other kind will not make quality fruit.

Swat the rust mite and whitefly. They are the greatest enemies of bright fruit and growers' profit.

The bugs work while you sleep. They never take a vacation—unless you enforce it by an application of spray, dust or gas.

Spray, dust and fumigate. Eternal vigilance is the price of freedom from insect pests.

When in doubt ask your county agent—he knows.

# Citrus Culture In California

By A. M. Pratt, Sales Manager, Chase & Co., at State Horticultural Society Meeting

In a meeting of this kind, I am taking it for granted we want to look at the subject discussed from a fairly offhand, informal, common-sense standpoint, rather than feeling that we should be on our guard against saying something that might violate someone's strict literal interpretation. Exact figures and tabulated comparisons are quite necessary, particularly for a quick condensed reference, but we can also miss the truth by being too exact in mental habits. I recently read of a famous English mathematician by the name of Charles Babbage. He was a graduate from Cambridge, wrote books on Mathematics, and was honored by membership in many learned societies.

At the same time this Babbage was writing his exact books on Mathematics, Tennyson was writing some of his poems, including "The Vision of Sin", in which occur the lines:-

'Every moment dies a man,  
Every moment one is born.'

When this poem was published it came into the hands of the mathematician Babbage. He thereupon wrote to the poet in all seriousness as follows:

"In your otherwise beautiful poem, there is a verse which reads—

'Every moment dies a man,  
Every moment one is born.'

"It must be manifest that were this true, the population of the world would be at a standstill. In truth the rate of birth is slightly in excess of that of death.

"I would suggest that in the next edition of your poem you have it read:

'Every moment dies a man,  
Every moment 1 1-16 is born.'

"Strictly speaking this is not correct. The actual figure is a decimal so long that I cannot get it in the line, but I believe 1 1-16 will be sufficiently accurate for poetry. I am, etc."

Isn't this anecdote a good illustration of the inconsequential, uncommonsensical, ultra-mathematical mind. At any rate I'm going to offer you some random remarks, hoping possibly they may give some insight into the California Citrus problem, and through that indirectly to the Citrus Problem in Florida.

After living in California for 30 years you can imagine how interesting it was to see Florida for the first

time a year ago this July. Having been accustomed to California's solid, adjoining acreage for miles at a stretch, I could not but be impressed with what a different problem it was in Florida, where a grove can be started most anywhere. California orange groves are forced to be in concentrated areas, because irrigation is necessary and ample water supply required.

There was a marked contrast in foliage between Florida and California. Florida foliage was much larger and more vigorous looking in every way. This was partially due to the summertime in Florida being a period of such rapid growth for all types of vegetation, but I have noticed this same contrast holds during the year. I have never seen in California over the citrus acreage generally, blossoms that would average as large and vigorous as here. The blossoming of the trees, this year at least, was much more simultaneous than California.

One of the strangest experiences as a California grower was to see so many of the trees formed by so many different sprouts that came to the rescue after the freeze of '94. Aside from this, the size and shape of the trees are entirely different. California trees are so much more bushy and condensed and far smaller in area. You cannot walk under the trees and look up through them as you can in so many in Florida. A Californian gets an impression of the trees here being scooped out in the center, leaving a big shell of tremendous area in the outside foliage of the tree.

There is very little pruning in California. For instance on our Green-spot Ranch, in which I am interested as an owner, we have been doing some deadwooding, hiring a good Mexican to cut out the deadwood in the tree, which will be mostly on the twig order, and at the same time pruning the suckers in a way that tends to make them branch and produce fruitwood so far as possible on the inside of the tree. But in having this deadwooding done we always feel it is a luxury and not a necessity and have a halfway guilty feeling that maybe we are a little extravagant. We deliberately prune for and encourage the development of inside fruitwood, as these inside oranges are not only usually smoother

and more free from wind scars or other blemishes, but are also free from any but extreme damage of cold weather. California trees branch close to the ground and the lower branches are not cut off. The trees are purposely trained this way not only for greater bearing area and less expense in picking, but the compact foliage close to the ground holds the heat better during the cold nights when radiation from the soil takes place so rapidly in the open. Trees are also planted closer together partly for the same reason.

One misses in Florida the distinctive features that classify citrus territory in California. California has three general classifications geographically—

Those orchards along the coast;

Those way in the interior where the air is extremely dry and the extremes of heat and cold are much greater;

And those in the intermediate territory between the coast and the interior.

The Interior territory like Redlands, East Highlands and Riverside are especially adapted to the Navel orange and develop the Navel to a higher point of color and a more waxy texture, as well as a richer flavor with more bouquet than is found as you go near the coast. In fact, Navels from the coast territory are of such poor color, poor keeping qualities and insipid, that practically all of Orange County Navel groves for instance have been budded over to the late Valencia, for which Orange County has established its reputation as being so eminently suited.

The Intermediate territory generally speaking advances in quality as it nears the arid interior, when its Navels are considered, reverse being equally true on these varieties. The lemon also is found far better suited to the coast territory or the Intermediate territory.

I was surprised, in first seeing Florida, to find how few Valencias were left anywhere in the state in July. Of course I eagerly picked those Valencias and was again surprised to find the dry, woody condition at the stem end on so many of those Valencias.

In the Interior, like Redlands and Riverside, under extreme heat and dry weather, there will sometimes be

a tendency to dry and become mummified on the outside, but the granulation that seems to commence at the stem end in Florida is very seldom found. The only oranges that I have noticed approaching a similar tendency are Valencias that are held on the inside of the tree, particularly where they have been produced on budwood very close to the big trunk of the tree itself. If California had the same difficulties, it would be suicidal for her to have a crop such as she has produced this year of over 25,000 cars of Valencias to move from the middle of April on. Year after year I have eaten as good Valencias off our groves in Redlands in the months of November and December as I have found in May or June.

With the contrast of so much larger, glossier leaves noticed on the orange trees and the generally more vigorous, rapidly growing conditions that were so self-evident in the summer here, I could not help but feel that Florida should never have the serious obstacle to overcome that many growers in California, including myself, have labored with in trying to produce larger sized oranges. Going over the records of a good number of years the tendency in California to produce smaller sizes shows up fairly plainly.

Large sizes are still produced by the young, vigorous trees. Of course, in an extremely short year when an abnormally light crop has been set, California will probably be bothered with extremely large sizes.

Sizes are so much greater factor in determining prices than most growers realize, that Florida may have through its fertilization and cultural methods, combined with its climate, which is so stimulating to rapid growth a far greater control over its size problem than California.

The humidity in Florida, as well as rainfall, during the active growing period bears on this size problem. The average rainfall in California along the Coast citrus belt is 15 inches. In the interior 17 inches. In the Intermediate 19 inches. This is quite a contrast with Florida's rainfall average of 53 inches for the past 10 years, with over half this amount coming during the summer months when it is so important.

Another impression was the vast amount of weeds, grass, etc., which had been allowed to grow so high in so many of the groves at a time when such a thing would have been ruinous in California. There, everything possible must be done to conserve moisture during the summer. The summer cover crop is seldom

used because of this. About 50 per cent of the groves use some kind of winter cover crop like purple vetch, melloilotus, etc.,—plowing or discing in this crop as soon as possible in the spring, usually in February or March. Where this cover crop is put into the soil after the continued dry warm weather has come, it tends to absorb too much of the moisture from the tree. So in contrast with Florida you can picture California during the late spring and summer with the groves generally under clean cultivation.

California is using every year an increased proportion of manure fertilizers. 15 years ago, commercially mixed fertilizers were used quite generally and it was the old fashioned farmer who did not "know any better" that was using manure. The agents of the various fertilizer companies had thoroughly "educated" growers along the necessity of using their various "ideally mixed" fertilizers. Experience and Government tests over a series of years have reversed the situation and the best ranchers today have an extremely high regard for manure fertilizer, including not only the usual steer and horse manure but also Lima bean straw, alfalfa or cotton bolls, or, any other mulch of fairly high nitrogen content. Nitrogen and humus in the soil are the big things sought in California's problem. Tests generally indicate enough available potash and phosphate in the soil without deliberately buying them in fertilizers.

It is a fairly common practice on the part of many of the best growers to apply about half of their nitrogen element in the form of bulky organic material. An average of about 10 tons of manure to the acre is used quite commonly. This being applied usually in the Fall and by a great number not only disced into the soil but frequently put into trenches 10 or 12 inches deep and then covered over. Here in Florida I was not able to learn of such general use of organic fertilizers, and whereas California had learned by experience that nitrogen was about the only element which was worth buying in its manures and concentrated fertilizers, here in Florida a good number of examples were pointed out as having received too much nitrogen. The question however occurs as to whether organic fertilizers which supply humus and which break down so much more slowly could not be used to advantage in Florida.

As an illustration of the old fashioned viewpoint of fertilizing in a sparing way with commercial fertilizer, compared with the present day

belief in using liberally organic fertilizers and the extreme necessity of mulch, you might be interested in having the figures on the Greenspot Ranch, in which I am interested as half owner. We took over this ranch in 1919 when the trees were nearly 30 years old. For the 9 years prior to our ownership, the average crop in field boxes for the 35 acres was less than 9,000. For the 7 years since we took hold of the ranch the average field box crop production has been over 16,000 boxes—this year's crop totaling about 19,000 boxes. During the previous history of the ranch 14,500 boxes in 1912 and 15,500 boxes in 1917 were the two outstanding years of big crops. Yet these two peak years were less than the average under our increased fertilization and better care in irrigation, etc. Since taking over the ranch our smallest crop was 11,600 boxes. Our largest was 20,500, and the next largest 19,500—the average being 70 per cent more than under the previous regime of fertilization and care.

We start applying manure in the fall and often continue, if the rains do not come and wet the manure, until we are ready to start picking for the Christmas market. We have also continued hauling and applying manures after picking commenced when good dry manure was available at reasonable prices, say around \$6.00 a ton.

In applying fertilizers in California there is an effort to put it below the surface 4 to 6 inches so that it will not be burned or lost in the top two inches of the soil, which seems to have little nutritive value, due possibly to extreme dryness and heat. At any rate, the feeders of the orange trees are deliberately trained down by moisture and by fertilizer, and usually speaking the deeper the general feeding area the better the grove.

The depth of the roots is also dependent on soils. For instance, in our Greenspot Ranch, the rich sandy loam soil seems to extend indefinitely. The hillside soils are much thinner and frequently you will see hardpan cropping out on the surface. Because of the thinner soils on the hillsides it is more difficult to produce the volume per acre. Doubtless a failure to preserve even moisture conditions, as well as less available feeding materials explaining the better production in the deeper soils. Nevertheless the hillside groves unquestionably produce thinner skinned, fancier fruit of higher color and higher flavor.

The citrus district along the coast has the highest record for general

productive capacity. During one of the big production years the coast regions under a comprehensive survey made by R. S. Vaile show an average of 244 packed boxes to the acre. The Intermediate territory 230, and the Interior territory like Redlands, Riverside, etc., 192 packed boxes.

Years like this and last season of course have brought exceptionally high returns generally and should such price levels be maintained or approximated we could expect a decided development of further citrus acreage in California. As it is, however, there is very little new acreage being put out. Suitable soil with proper availability of water and land properly located for air drainage so as to insure as much freedom from frosts as possible, makes it impossible to get the bare land with water for much less than \$400 an acre. By the time you add the trees and the pipe lines and the work in caring for the grove for the first 5 years, the general expense, with land and water costing originally \$400, will be from \$900 to \$1000 cost per acre. I have received estimates here in Florida that similar costs range from \$350 to \$550 an acre for groves brought through their 5th year.

No one attempts to grow oranges in California without proper irrigation facilities. The periods of regular irrigation range from 20 to 35 days apart. In the problem of efficient irrigation and knowing that all trees are receiving their full proportion of water is where comes in the personal equation of intelligent, conscientious effort on the part of the grower or his ranchman. Speaking candidly, we attribute the increased production on the Greenspot Ranch not only to our willingness to spend more money for fertilization, particularly for the organic fertilizers, but also to the everlasting vigilance and conscientious efforts of our ranchman, who understood and practiced thorough irrigation and cultivation, and otherwise took as much pride in the place as if he owned it. He lived on it. He knew every one of the 3100 trees, knew each tree's weak or strong points, and he loved those big trees that responded to his continual watchfulness and care in irrigation and cultivation. Thorough cultivation, ranging from 4 to 6 inches and occasionally deeper, has been followed regularly after each irrigation and also after any rain of consequence.

Probably at least 50 per cent of the growers in California practice fairly deep plowing as soon as they can in the early spring of the year. All growers do not plow, but where plowing is not followed deep discing

and cultivation seems to take the place of plowing.

For the past 7 years in which we owned the Greenspot 35 acres, the average packed boxes per acre is 277. For the past 3 years our average was 318. These past three years' record on the Greenspot Ranch might be of interest to you:

The total cost of production for the 3 years, including picking and hauling, is 94c per packed box. The biggest items being 25c per box for fertilizer; 23c for labor and administration; about 15c for taxes, hay and miscellaneous items; 7½c for fumigation; 8½ for water; 10½ for picking and 4c for hauling.

In 1922 a survey of over 11,000 acres of oranges was made in California in which it was found that the average production per acre was 128 boxes of packed fruit, with the cost for production being about 51½c for fertilizer, 59c for general labor, 21½c for fumigation and spraying, 27c for taxes, hay and miscellaneous, 14c for water, 14c for picking and practically 5c for hauling, or a total production cost including picking and hauling of \$1.92 per box. The detailed figures are given in tabulated form for those who may wish to refer to this paper for comparison.

According to Vaile, for a period of 10 years ending 1922 the average orange production per acre in California was about 150 packed boxes. I have been told the average production in Florida is 160 packed boxes.

You in your own mind can best compare the charts given for your own use. There seems to have been no comprehensive compilation of production costs in Florida. Many growers' records cover not only the bearing groves but those that are coming into bearing and practices vary widely. From what little I could learn in what may prove to be a rather inaccurate manner I would roughly estimate Florida costs per box as follows:

35c for fertilizer  
20c for labor  
15c for spraying  
30c for taxes, hay, etc.,  
16c for picking (which is abnormal this year)  
12c for hauling.

Or a total production cost in Florida including picking and hauling of \$1.28, compared with the general California expense of \$1.92, and our Greenspot expense of 94c. The figures shown on Florida are offered more to develop the truth by discussion than as known facts.

You will be interested in knowing what profits the past 3 years have shown on the Greenspot. With an

average of 318 packed boxes to the acre during these three years the gross return received for the fruit on the trees after having deducted packing and selling charges was \$1.83 per packed box. Deducting the production cost, including picking and hauling of 94c, shows a net earning per box of 89c out of which we would have to pay any interest on borrowed capital and interest on investment and depreciation charges. In the acreage tabulation, including picking and hauling figure about \$300 per acre.

The gross returns being \$582 and the net returns above production costs being practically \$283 per acre. These 3 years include 1924, the lowest priced year that has been experienced since 1900. It also included last year in which the Greenspot Ranch was very fortunate in being practically untouched by the cold weather which damaged easily a third of the crop in the industry to the point where it could not be shipped.

In the table given on Acreage costs you will note Greenspot averages \$299.00, with 318 boxes to the acre. General California in 1922—\$248.00, with 128 boxes to the acre, and Florida \$204.00, if the 160 boxes to the acre estimate is correct and the costs of \$1.28 per box is assumed correct. Florida's figures are distinctly for comparison and are given as better than nothing until production costs are ascertained. The average figures on The Greenspot show high costs per acre but low cost per box, due to big volume produced per acre. It is the net returns per box we all want rather than low acreage costs.

**Production Costs Per BOX On  
Oranges  
Not Including Depreciation, Maintenance or Interest**

	Greenspot Hts Redlands Calif	California Generally	Florida A mere Guess
Avg Pkd Bxs to Acre	318	128	160
Period	1923-'24-'25	1922	Now
No. Acres	35	11000	
Fertilizer	25½	51½	35
Labor	23	59	20
Fumigation,			
Spraying	7½	21½	15
Taxes & Misc	15	27	30
Picking	10½	14	16
Hauling	4	5	12

Continued on page 25

# Exchange Officers Re-Elected

The Board of Directors of the Florida Citrus Exchange on June 1 re-elected the entire personnel of the Tampa offices by unanimous vote. The officials re-elected were: Erle L. Wirt, Bartow, President; C. C. Commander, Tampa, General Manager; George A. Scott, Tampa, General Sales Manager; A. H. Blanding, Bartow, Production Manager; John Moscrip, Tampa, Advertising Manager; E. D. Dow, Tampa, Traffic Manager; O. M. Felix, Tampa, Secretary; Wm. T. Covode, Tampa, Treasurer; Wm.

was passed over until the next meeting pending the outcome of the plans of the Fruitman's Club for its million dollar national advertising campaign.

President Wirt and Traffic Manager Dow were re-elected to serve on the Growers' and Shippers' League Committee. President Wirt, First Vice-President Kramer and Second Vice-President Snively were re-appointed to serve as Exchange representatives on the Board of Governors of the Fruitman's Club.

## Sub-Exchanges Elect

The re-election of H. G. Gumprecht, of Bradenton, as president, and L. A. Hakes, of Orlando, as vice president, featured the annual meeting of the managers of all Sub-Exchanges affiliated with the Florida Citrus Exchange. Both Mr. Gumprecht and Mr. Hakes were unanimously re-elected to another term of office, and each were highly complimented for the excellent work done during the past season.

The meeting took place at Exchange headquarters in Tampa, on May 31, and was well attended. Reports of the Sub-Exchange managers on the business of the 1925-26 season were read and discussed. It was voted that the season just closed was

dicted that a greater volume of fruit would be marketed through Exchange houses in 1926-27.

J. F. Culp, of DeLand, it was announced, will succeed F. A. Bizzell, of the St. Johns Citrus Sub-Exchange. This was the only change in the personnel of Sub-Exchange managers. Mr. Culp is widely known in Volusia County as a prominent and successful citrus grower, owning a considerable amount of bearing acreage.

The garden forks over about in proportion to what the gardener forks over.

A continued decrease in farm population in the United States is reported by the Department of Agriculture, which estimates that there were 479,000 fewer people on farms January 1st, 1926, than on the same date a year ago.

Obtaining hot air in cold weather is a serious problem with orange growers. California orange growers are reported to be reaching into the upper air and bringing down the warm air to protect their groves.

Steep slopes, poor soils, and rocky and wet lands should be put to a good use by growing trees.

Planting forests instead of isolated trees is now being urged in some sections of the country.

Eggs cooked below the boiling point of water are more easily and quickly digested than are boiled eggs.

Eggs are an economical food and should be more widely used in the daily diet.

Gullied lands can be improved and barren areas reclaimed through the use of growing vegetation and trees.

## FOUND HIS LEADER

Charlie Blitz, chief violinist of the Steamtown Orchestra, got married the other day and is now playing second fiddle.—Farm & Fireside.

## PUGILISTIC PROVERB

A sock on the foot is worth two on the jaw.—Pittsburgh First.



Erle L. Wirt

Hunter, Tampa, Attorney.

New directors elected to the board were: H. C. Tilden, Winter Garden, succeeding L. W. Tilden; W. O. Talbott, Goulds, succeeding W. H. Adams; F. A. Rundle, Lockhart, succeeding J. S. Cadel. Special directors elected were: F. S. Ruth, Lake Wales; W. E. Lee, Tampa. Associate director, W. W. Raymond, Owanita.

The Executive Committee elected by the board comprises: Erle L. Wirt, Bartow, Chairman; John A. Snively, Winter Haven; F. C. W. Kramer, Jr., Leesburg; H. C. Tilden, Winter Garden; B. F. Stewart, Fort Ogden; W. O. Talbott, Goulds; H. E. Cornell, Winter Haven; W. W. Yothers, Orlando. H. C. Tilden was also elected to succeed L. W. Tilden as third vice-president.

Other business transacted by the Exchange was the formulation of plans for the coming season. Many subjects vital to the welfare of the growers were considered.

The amount of retain for the 1926-1927 season was not determined and



C. C. Commander

a very prosperous one for the Sub-Exchanges, the Associations and grower members.

A working basis of plans which will form the foundation for Sub-Exchange operations during the coming season was outlined and discussed. Among other things it was pre-

## FIGHT THE RUST MITES

"Each year at this time the Citrus grower is confronted with the problem of rust-mite control or the easy course of doing nothing and producing a big percentage of rusty fruit," says C. D. Kime of the U. S. Department of Agriculture, in the June issue of Blue Goose News, official publication of the American Fruit Growers Inc. "All insects affecting citrus fruit are worse some seasons than others, that is true; but rustmites are with us every year and account for lower grade fruit in quantity, even when we often lead ourselves to believe there is no damage being done. More often than not by rust-mites. Other blemishes showing on the fruit are never so noticeable as when accompanied by that characteristic brown color, be it ever so slight, caused by this minute insect. The market discriminates heavily against off grade fruit from any cause, but especially does it discriminate against fruit that is not of a bright golden yellow color.

"A very few mites on a fruit can cause injury to the color in a short time. And a few mites cannot be detected with the eye. A hand lense is necessary and an actual look at a large number of fruits through the grove must be taken to insure one having a true idea of the probable damage that will occur. If on making such a survey it is found that there are six and eight mites and over, on most of the fruits examined with the hand lense a dusting or spray for rustmite control is fully justified and should be made within the next ten days or better within the next week.

"The best method of control for rust-mites will depend somewhat on the grower himself, his equipment and on the location of the grove. The experiences of many growers in this section have shown that for field conditions where a commercial dusting outfit is depended on to secure control the Flowers of Sulphur have given superior results, in comparison with ground sulphur, and have been as cheap and as effective as spraying with lime-sulphur or soda-sulphur. Any sulphur will kill mites but the flowers of sulphur remain on the tree longer in an effective form, especially during rainy weather. Hard rains will lower the effectiveness of any form of control but light rains wash off much less of the flowers of sulphur than of the ground product.

Windy weather will tend to reduce ground sulphur deposited on the

## THE CITRUS INDUSTRY

leaves and fruit to the ineffective point very quickly whereas a much longer time will elapse with the flowers of sulphur. A spray is effective only when properly applied, though once dried on the tree it is always more lasting than the dusts. The chances of poor jobs are equally good with any method used and can only be guarded against by careful work in case of spray and using sufficient dust to cover the tree thoroughly when using the dusting method.

"Rust-mites are killed almost immediately on application of either dust or spray but the rust-mite eggs continue to hatch as long as five days after the work is finished at any point in the grove. This means that the material must remain on the tree and fruit for three to five full days to get a high percentage of kill.

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2-10-10	2	10	10
Fruit & Vine 5 Per			
Cent. Special	3	5	6
Citrus Special 4-8-8	4	8	8
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Gem Tangerine	5 1/2	12 1/2	7 1/2
Satsuma Special	4	6	5

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## RUST MITES

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### SCHNARRS NO. 1 SUPERFINE DUSTING SULPHUR

An effective and economical remedy. Or, if you prefer spraying—

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will give results. If scale is to be considered in addition to Rust Mites

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Send for copy of our Combined Catalogue, Spraying and Dusting Schedule.

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Manufacturers of

Florida's Standard Oldest Line of Sprays

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Orlando Winter Haven

*Citrus Fruit, St. Lucie County*

# St. Lucie Growers Will Receive \$1,000,000 for Their 1926 Products

Citrus growers of St. Lucie county will receive more than \$1,000,000 for their 1926 crop, reports of packing houses indicated. At least 950 carloads of grapefruit oranges and tangerines have been shipped from this county to northern markets, and the expanding South Florida market has absorbed an aggregate of 100 cars, according to conservative estimates.

## Estimate Low

Figuring net returns to the growers at only \$2 per box, and the minimum carload at 360 boxes, it is evident that the estimate of \$1,000,000 for the growers is exceedingly low, as a large quantity of fruit was picked by the growers themselves, and sold at fancy prices, ranging in many cases above \$7 per box.

Final returns from the crop, now coming in, show that this season has probably been the most prosperous in the history of the citrus industry in St. Lucie county. A shortage of 10 to 40 per cent in the volume of fruit, as compared with last year has been more than offset by the excellent prices received.

With passing of speculation in real estate, and the winning of the citrus sweepstakes at the South Florida Fair at Tampa for the eighth consecutive time, a distinct revival of interest in citrus culture is felt throughout St. Lucie county. Nurseries report a brisk demand for trees and many acres of new groves have already been planted. Plans perfected by one organization call for the planting of 500 acres.

## Technical Culture

Growers are preparing to give more attention to the technical side of citrus culture, as prices received this year have demonstrated that there is a growing demand for quality fruit. Local experts predict that many groves given no special attention this year will be carefully sprayed next season and that the proportion of "brights" and fancy fruit produced will be much larger.

Although St. Lucie county growers are averse to making public the cash returns from their groves, definite information was given out recently as part of a movement to encourage ex-

pansion of the industry in this county. Mrs. Selma J. Andrews received \$17,600 for the crop from 14 acres of 11 to 13 year old trees, sold on the trees. J. A. Smith's 28-acre grove brought \$26,000 on the trees. A return of \$1,123 per acre was received by Gus Ringdahl from seven and one-half acres. One of the most remarkable production records was made by a grove of 11 acres of six year old trees owned by H. F. Olm-

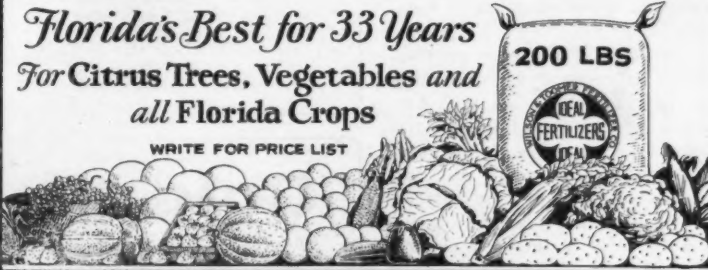
stead, which brought \$7,700 on the trees.

## 1927 Prediction Good

Groves are showing excellent growth and the bloom has been unusually heavy and uniform this spring, giving promise of a large crop next year, according to T. S. Kirby, manager of the American Fruit Growers, Inc., one of the largest packing houses in St. Lucie county.

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For Citrus Trees, Vegetables and  
all Florida Crops

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### SHOULD NOT DELAY COVER CROP WORK

Gainesville, Fla.—“Satsuma growers of western Florida should now have in their cover crops but when I was over there a few days ago I did not see many growing,” says J. Lee Smith, district agent. “I am afraid that they are going to wait too long this season as they did a few seasons ago. As you know it is the purpose of a cover crop to add humus to the soil; to remove water from the soil when there is an excess of it; to cover the soil to prevent packing by the heavy rains; and to keep a trap and use plant food as it is made soluble by excess moisture and not permit it to pass off into the air as a gas or flow into the streams through free water. When the plant food is most plentiful then plants grow faster and most vegetable matter is made to be turned back to the soil.

“Showers begin to come in May, and July and August are the rainy months in western Florida. It is during these months then that there is the most free water to be removed, it is then that rains come that will pack the soil, and it is then that an excess of plant food is made available. Therefore, if there is enough soil moisture to germinate the seed during the first of May the cover crop should be put in then so that there will be a cover crop on the land during the rainy season.

“This cover crop should be taken down in September, or when the rainy season breaks, either by mowing or discing lightly. A mulch should be kept on the land during the dry season of October and November in order to conserve the soil moisture that is in the land which is needed so badly by the trees. A strip on both sides of the row of young trees should be cultivated all summer long.”

“The economies in producing agricultural products at less cost, including the conservation of soil fertility, are the foundation of future agricultural prosperity. It is my judgment that more progress is being made in this line through the activities of boys' and girls' club work than through any other channel.”—Alexander Legges, president, International Harvester Co.

Wilted cut flowers may be revived by placing an aspirin tablet in the water in which the flowers are placed.

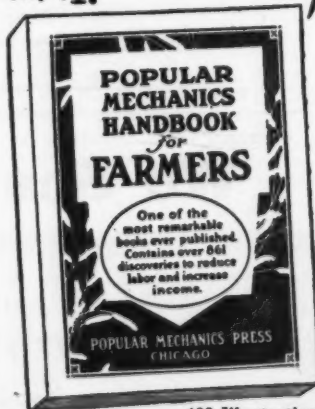
## THE CULTIVATION OF CITRUS FRUITS

By H. HAROLD HUME  
Illustrated

The author of this manual is recognized throughout Florida and the Gulf Coast as an authority on citrus fruits, but his book is not confined to this region. Mr. Hume has been a teacher and investigator in the University of Florida, and is now a citrus-grower and nurseryman of large experience. This new book is founded on the author's “Citrus Fruits and Their Culture,” long a standard treatment in its many editions. The present work, which is abundantly illustrated, considers the whole subject of the culture of oranges, kumquats, grapefruit, lemons and others, as varieties; land and location, propagating, planting, tilling, fertilizing, pruning, spraying, harvesting, shipping, and marketing. The author also discusses the botany of the group, history, breeding, insects, diseases, and related questions. This book promises to become the standard treatise for its field. Price \$5.00.

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98 on auto, truck, and tractor	34 on garden work
41 on farm buildings	34 on poultry
36 on field machines	17 on the laws
48 on concrete work	149 on household helps
22 on orchard work	76 on miscellaneous farm work
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—and every plan has been tested and found to be a money-saver. Most of the articles are illustrated with photographs or drawings. The devices described are easy to make because of these pictures and clear descriptions.

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# Gumprecht Points Out Citrus Problems

H. G. Gumprecht for the past fifteen years general manager and treasurer of the Manatee County Citrus Sub-Exchange was re-elected to this position at a recent meeting in Bradenton. The Manatee County Sub-Exchange embraces the counties of Manatee and Sarasota.

Following his re-election, in a brief statement, Manager Gumprecht pointed out some facts of interest to all citrus growers and stated we are fast approaching the closing of the season and again demonstrated the ability of shipping the first car of grapefruit from Manatee County, September 25th, and may also ship the last car. The character of soil and climatic conditions that will permit fruit to ripen so early and again the ability to hold fruit later than other sections, is a decided commercial advantage and will greatly enhance grove values in this territory, for early and late fruit, always pays a premium over mid-season fruit.

Continuing Mr. Gumprecht said: "Let us briefly refer to the many problems that await solution and can be solved so the industry can enjoy permanent prosperity and may we

add that we have only touched the high spots sufficiently to show that our only hope of solving these problems is by unity of action and concentrated energy in the right channel. When backed by sufficient volume, means power and recognition, which is what we are all striving for and real cooperation only will ever accomplish these results. Let us all pull together.

## Problems Which Must be Solved by The Growers

"1—Centralized supervision of outgoing shipments, which of necessity should be restricted in accordance with the demand. This is the paramount issue and overshadows everything else.

"2—Water transportation with a perishable commodity is feasible providing the boats are equipped for this purpose and tonnage assured. Such boats should be loaded at the source of supply in our territory at Bradenton and Sarasota.

"3—Development of foreign markets, especially for grapefruit.

"4—Canning grapefruit, reasonable progress is now being made and in due time the increased demand for canned grapefruit may justify

the building of additional plants, for which we are prepared.

"5—A national advertising campaign to advertise Florida citrus fruit, which should include a plan of serving grapefruit, by first class hotels and restaurants, free of charge to our tourists. This movement should be backed by every citrus grower, regardless of affiliation.

"6—Last but not least, a revision in freight rates for both fruit and vegetables. This fight will be continued until the Interstate Commerce Commission is convinced that these claims are fully justified.

There is no more important lesson for the American people to learn than the need of growing and conserving forests and trees. Our future development as a nation will largely hinge upon the success with which we can spread this gospel.—John J. Tigert, U. S. Commissioner of Education.

Florida farm products to the value of \$13,104,289 were sold cooperatively during 1924, as compared with \$4,346,379 worth in 1919.



## FERTILIZE YOUR GROVE EARLY

Splendid crop of fruit setting, and with such early rains, we would advise early application of fertilizer with a view of not destroying the cover crop any more than necessary.

The real interest in the grove business is just beginning. Therefore, you should take the best care possible of your grove and endeavor to raise the highest grade of fruit. Of course fertilizer is important. We, therefore, recommend the use of

## ORANGE BELT BRANDS

Manufactured By

## LYONS FERTILIZER COMPANY

Citrus Exchange Bldg.

Tampa, Florida

**"QUALITY FERTILIZER for QUALITY FRUIT"**

## Spraying During Full Bloom Detrimental to Honey Bees

Ever since fruit trees have been sprayed with arsenicals beekeepers have been much interested in the effects of the practice on the mortality of honeybees. They have long felt that many bees were poisoned as a result of spraying, but until recently few systematic investigations have been conducted to determine whether or not honeybees are actually injured by these chemicals.

In the hope of finding definite answers to some of the questions, so long debated, the entomologists of the United States Department of Agriculture planned and conducted a series of experiments, the results of which are discussed in Department Bulletin No. 1364-D, just issued. The investigations, extending over a period of three years, were made along three lines: (1) The effect on honeybees of spraying fruit trees in full bloom; (2) the effect on honeybees of spraying the trees at the customary time, after most of the petals have fallen; and (3) a determination of the minimum amount of arsenic required to kill the bees in confine-

ment.

After one season's work in two States, it was ascertained that spraying during full bloom was detrimental to bees. After three season's work on the problem, in four States and five localities, it was determined that spraying at the customary time under nearly ideal conditions was not injurious to the bees; but nearly ideal conditions seldom occur.

The minimum fatal dosage of arsenic per bee, according to laboratory determinations, is between 0.0004 and 0.0005 milligrams.

The subject of poisoning bees is very large and of vital interest, not only to beekeepers but to everyone who is interested directly or indirectly in the growing of crops, including particularly fruit growers, entomologists, says the department. Of course, the beekeeper does not want his bees poisoned, but the loss of honey is only secondary in comparison with the loss from lack of cross-pollination of flowers. In this respect, the beekeeper, the fruit grower, and in fact everyone is benefited by bees.

It is now generally admitted that in using arsenicals as a control for the codling moth the best results are in nearly all cases obtained by applying the first spray after most of the petals have fallen, although in commercial orchards where hundreds of acres of trees must be sprayed within a limited time it is necessary to begin spraying early in order to finish the work before the calyx cups closes.

Because the codling moth can be as well controlled by spraying when 90 per cent of the petals have fallen, entomologists recommend spraying at that time rather than during full bloom, especially since it has been definitely proved that spraying when trees are in full bloom is injurious to insect pollinators.

A copy of the bulletin may be secured, as long as the supply lasts, by writing to the United States Department of Agriculture, Washington, D. C.

Running water on a hillside field is a problem, in a stream is a necessity, and in a house is a convenience.

## Your Wardrobe Needs Attention Just The Same As Your Grove

The successful citrus fruit grower sees to it that his grove is at all times given the most careful consideration. His trees are sprayed and properly fertilized in order that they may always appear at their best and always produce the finest and greatest quantity of fruit.

Likewise the matter of clothing is one that deserves the most serious consideration. Every Man has the right to look his best upon all occasions.

In the purchase of clothing the shrewd business insists upon securing the very highest quality at prices that are consistent with that quality.

For more than thirty years the Henry Giddens Clothing Company has been furnishing clothing of known quality to people in all sections of the state. Many of Florida's foremost citrus growers insist that all of their clothing must come from this store.

Just now we are offering most extraordinary values in clothing for summer wear. Clothing that fill the bill for vacation trips or for comfort at home.

We can outfit you from shoes to hats with everything that's needed in between. When you come to Tampa be sure to see the old reliable.

# Henry Giddens Clothing Co.

Tampa, Florida

NEW LOCATION  
Wallace S. Building  
(Formerly Tribune Building)

Phone 2267

# THE GROWERS' OWN PAGE

## WATCHMAN—WHAT OF THE NIGHT

By the Rancher of Rancho Glen Haven

And it is timely to ask this question now as regards the coming crop and the care of the trees as well. If you have not sprayed for the rust mite and spiders do not delay any longer and do not worry about that over big crop you have been hearing about. There has been but little rain in the citrus section for almost two months and the droppage from this cause will be exceedingly heavy. It already amounts to two or three million boxes and this deduction from the prophesied big crop is already disposed of.

Then there is supposed to be 27,000 acres of citrus groves cut up in sub-divisions. True these trees will have a small quantity of fruit but as a rule these groves are neglected and bear little. Thirty-five acres of our most promising young groves in

This department is devoted to the growers, for their use in giving expression to their views and a discussion of growers' problems. Any grower is welcome to make use of this department for the discussion of topics of interest. The only requirements are that the articles must be on some subject of general interest, must be reasonably short and must be free from personalities. The editor assumes no responsibility for views expressed, nor does publication imply endorsement of the conclusions presented.

my immediate locality which was just coming into bearing have been so discarded. For what? Time alone will tell, but meanwhile, the trees are neglected and the crop will not be worth mentioning. Most of this large acreage is in full bearing or nearly so. Two million boxes is a low estimate for the shortage in these groves and so you can see quite a large percentage of this crop has already been disposed of.

Then there are the canneries and concentrated juice extract plants that are either in operation or will be in the fall, so why worry?

But at the same time we should get busy with that million dollars

for advertising. Let us not neglect this.

Then too, we should get the Citrus Exchange in good working order and be sure to have good business men at the head of it, men of integrity and without reproach. Then cut the overhead all it will stand and on top of this, let the Exchange as a body post a standing offer of a good big reward for the arrest and conviction of any one caught stealing fruit from any member of the Exchange. There has been too much of this stealing going on of late. This can be stopped if the Citrus Exchange as a body will take this in hand and have notices posted all over the citrus belt. Giving due warning that the entire Exchange is behind the reward and prosecution of the criminal, this practice will be stopped as far as molesting the members of the Exchange is concerned.

Let us all pull together for another good season of fair profits in 1927.

*Alsmeyer Louis H.*

## COLORING OF GREEN-COLORED MATURE ORANGES AND GRAPEFRUIT ENHANCES THEIR MARKET VALUE

To make it more salable a considerable proportion of certain varieties of Florida oranges and grapefruit is now colored by a gas formed by the incomplete combustion of kerosene or similar petroleum product. This coloring of citrus which has attained physiological maturity without taking on the color generally associated with ripeness is obviously a legitimate practice. It was begun in California a number of years ago, and nearly all packing houses there are now equipped for coloring.

In response to requests from progressive citrus growers of Florida the United States Department of Agriculture undertook experiments with a view to adapting the process of coloring citrus to conditions in that State. The results of these experiments are printed in Department Bulletin No. 1367 Coloring Citrus Fruit in Florida.

The best results were obtained by having the stove outside the coloring room, the gas being piped in, thus preventing damage by excessive heat.

In the course of the experiments

it was found that grapefruit and oranges can readily be colored by the exhaust from a gasoline engine, by ethylene, as well as by the gas formed by the incomplete combustion of kerosene or other similar petroleum product. Grapefruit colors more readily than oranges, and early oranges, such as Parson Brown, assume the characteristic golden-yellow color more quickly than does the spring-maturing Valencia. Oranges begin to show the desired color within 46 to 72 hours after treatment is begun.

Removal or loosening during coloring, of the buttons, or short ends of stem left on the fruit when harvested, greatly reduces decay from stem-end rot. The buttons can be loosened by having the temperature and humidity sufficiently high in the coloring room.

A copy of the bulletin, giving details of the experiments, may be obtained free, as long as the supply lasts, from the United States Department of Agriculture, Washington, D. C.

## ALSMEYER AND INGLE ARE MADE COUNTY AGENTS IN HIGHLANDS AND WAKULLA

Appointment of two new county agents was announced by the Agri-

cultural Extension Division. Louis H. Alsmeyer takes up work in Highlands County, where there has been no county agent for several years. Mr. Alsmeyer was county agent in the valley region of southern Texas for four years and has been in the nursery business in Florida for the past year. He is thoroughly acquainted with citrus and trucking problems, and made an outstanding record in Texas.

E. W. Ingle has been appointed county agent in Wakulla, succeeding H. E. Galloway, resigned. Mr. Ingle is a graduate of the Alabama Polytechnic Institute at Auburn and has had several years' experience as agricultural supervisor of disabled ex-service men with the Veteran's Bureau in Alabama.

Announcement is also made of the resignation of Ben F. Whitner, Jr., for years county agent in Seminole. Mr. Whitner leaves to take up commercial bulb work.

Mrs. Mary H. Caldwell has also resigned as home demonstration agent in Santa Rosa County.

Spoiled meats and feeds should be kept from chickens. Chickens eating them are apt to suffer from limber-neck as a result. Dead rats, mice, or chicken should be burned or buried.

*Ingle E. W.*

*Grapefruit, Prices*  
**Twenty-four**

### ONE GRAPEFRUIT TREE NETS OWNER \$252 DURING YEAR

A single grapefruit tree in a 15 year old grove owned by Mr. and Mrs. G. W. Hackney of Fort Pierce produced 36 boxes of fruit which sold for \$7 a box, giving a cash return to the growers of \$252, according to records made public by Mrs. Hackney lately. The tree is believed to have established a new production mark for the Indian River district.

A total of \$7,500 was paid Mr. and Mrs. Hackney for the fruit produced by a seven acre grove containing 800 grapefruit trees. Tree records were not kept for other trees in the grove, but it is believed that some would have made equally as good a showing. The entire grove was given the best of care.

Mr. and Mrs. Hackney have a 25 acre grove near White City, four miles south of Fort Pierce, including 18 acres of younger grapefruit, orange and tangerine trees. They will receive approximately \$14,000 for the fruit sold from the groves this year.

It is estimated that the citrus industry of Florida loses \$5,000,000 annually on account of melanose.

### THE CITRUS INDUSTRY IMPROVED BUNKERS FOR RE- FRIGERATOR CARS SAVE ICE

Refrigerator cars with bunkers of the divided wire-basket type as efficiently cool the load as those equipped with the United States standard wire-basket bunkers, and do so with less ice, according to Department Bulletin 1398-D, "Comparative Efficiency of Divided Wire-Basket Bunkers in Refrigerator Cars," just issued by the United States Department of Agriculture.

In order to determine the efficiency of this new type of bunker two tests were made, using two cars in each. One car was equipped with the United States standard wire-basket bunker and the other with the divided wire-basket bunker. Apples were used in the first test and oranges in the second.

The car having the divided wire basket bunker maintained temperatures equal to those kept up by a car of exactly the same construction except that the latter was equipped with a United States standard wire-basket bunker of larger ice capacity.

In the first test the car having the divided wire-basket bunker required 4,060 pounds less ice than the other car, and in the second test 3,634

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pounds less. This saving in ice was a result of the increased meltage surface provided by the new type of bunker and because of its smaller ice capacity.

The bulletin contains numerous details relative to the tests and and results obtained. A copy of the new publication may be had free, as long as the supply lasts, by writing to the United States Department of Agriculture, Washington, D. C.

Acetylene gas lights and hot plate stoves were installed in three rural homes of Suwannee County during April. One electric lighting system was also put in. Interest in home improvement throughout the rural sections of the county is increasing.

Next to the earth itself, the forest is the most useful servant of man. Not only does it sustain and regulate the streams, modify the winds, and beautify the land, but it also supplies wood, the most widely used of all materials.—Gov. Gifford Pinchot of Pennsylvania.

Great things are not achieved without enthusiasm.

Eggs are easily digested, hence a most wholesome human food.

## Florida Is A Good Place To Live

We welcome the account and business of responsible individuals, firms, corporations and banks.

We offer you every branch of commercial bank service, every facility for the transaction of your business, including full Trust Service, Savings Department, Safe Deposit and Storage Vaults, Collection Department, Domestic and Foreign Exchange and Certificates of Deposit.

We pay 4 per cent interest compounded quarterly,  
on Savings Deposits

## Exchange National Bank

A dependable and Responsible Bank

For Dependable and Responsible People

TAMPA, FLORIDA



June, 1926

# CITRUS CULTURE

## IN CALIFORNIA

Continued from page 16

Water	8 1/2	14	
Total Cost	\$.94	\$1.92	\$1.28
Gross return	1.83		
Net return above costs	.89		

### Production Cost Per ACRE on Oranges

Not Including Depreciation, Maintenance or Interest

	Greenspot Hits Redlands Calif	California Generally	Florida A mere Guess
Avg Pkd Bxs to Acre	318	128	160
Period	1923-'24-'25	1922	Now
No. Acres	35	11000	
Fertilizer	81.31	66.45	56
Labor	73.28	75.32	32
Fum'g, Spraying	23.60	27.57	24
Taxes & Misc	47.82	35.43	48
Picking	34.34	17.92	25
Hauling	11.91	6.40	19
Water	27.08	18.85	
Total Cost	\$299.34	\$247.94	\$204

# THE CITRUS INDUSTRY

Gross return 582.27  
Net above costs 282.93

Summing up the ideas presented it is quite evident that the successful orange grower in California is the one who has brought his average box production per acre up to a much higher point than the average, by not only using freely organic fertilizers, but also being very thorough and conscientious in all branches of his ranch management. For the ten years ending 1922 Mr. Vaile estimated the average net returns, based on the general appraisal value that growers placed on their own property, as 4 per cent on their investment. Doubtless this rate would be greater today on account of the higher average of returns since 1922. In California, as doubtless in Florida, efficient grove management does two things: It results in low production costs, due to increased volume per acre and it increases the income, due to this higher box production per acre. Quality and grade of course cannot be ignored. It has been California's experience that as a rule the grower that produced the big volume per acre is also producing good quality because of the vigorous condition of his trees.

Twenty-five

## AN ATTRACTIVE BOOKLET

The Florida Agricultural Supply Company of Jacksonville, has just issued an attractive little booklet descriptive of Fasco sprayers and dusters. The cover design, executed in colors and showing the Fasco sprayer, Fasco duster and the Fasco Jr. duster, is a reduced facsimile of the advertisement printed on the back cover page of The Citrus Industry for May. It is the work of J. W. Jourdan, who for the past eighteen months has been designing the advertisements of the Florida Agricultural Supply Company which have appeared each month on the back cover page of The Citrus Industry and which by reason of their originality and effectiveness have attracted widespread attention. Since Mr. Jourdan has been devoting himself to the interests of the Florida Agricultural Supply Company, the advertising and booklets of this well known concern have taken high rank as among the best productions of their kind.

Each club in Lee County under the supervision of Miss Sallie Lindsey, home demonstration agent, will have a canning day during June, at which time products will be canned for exhibit at fairs.

## NORTH TAMPA LAND COMPANY

Owners of

### The C. E. Thomas Nurseries

For the past fifteen years we have been rendering satisfactory service to thousands of clients throughout the entire state. Our plan of furnishing not only the highest grade of citrus fruits, but of furnishing the land as well where desired has made our service most popular.

We will be glad to  
furnish particulars

404 1/2 Zack Street  
Braun-Webb Building  
TAMPA, FLORIDA

## Florida Fruits and Flowers

A Monthly Magazine devoted to diversification in fruit growing and to home and civic ornamentation.

The kind of a magazine you will enjoy in your home. It tells of the different kinds of fruits which can be successfully grown in Florida and it aids with helpful suggestions about ornamentals and flowers for your home or community.

FLORIDA FRUITS AND FLOWERS costs but \$1.00 for twelve months. Pin a check or a dollar to this notice and mail to

Florida Fruits and Flowers  
Bartow, Fla.

## ADVERTISING FLORIDA FRUITS

Continued from page 10

sary that they sign definite contracts with the Club agreeing to make such payments monthly during the 1926-27 shipping season. These contracts were mailed to the various packers, shippers and marketing agencies throughout the state on May 20th and already, only two days later, quite a few signed contracts have been returned to the Club.

However, as previously stated, the campaign will not be put on unless definite pledges are received representing at least seventy-five per cent of the coming crop. Furthermore, it is necessary and of great importance that this percentage of the crop be signed up promptly so that the Board of Governors of the Fruitman's Club can begin immediately to attend to the many details which are necessary in order to make the campaign a success.

The Board of Governors believe you will heartily favor this advertising campaign, which will be joined in by all regardless of marketing beliefs or affiliations, and requests that all citrus growers immediately notify the marketing agencies which handle their fruit or the shippers to whom they sell or may sell their fruit, that they favor this joint advertising campaign and request the marketing agency or shipper to join in same at once.

## UNITED STATES CIVIL SERVICE EXAMINATION

The United States Civil Service Commission announces the following open competitive examination:

## Farmer

The examination for farmer is to fill vacancies in the Indian Service and in positions requiring similar qualifications. Applications must be on file at Washington, D. C., not later than July 6, 1926.

The entrance salary is \$1,200 a year. After the probational period required by the civil service act and rules advancement in pay without material change in duties may be made to higher rates within the pay range for the grade, up to a maximum of \$1,500 a year. Promotion to higher grades may be made in accordance with the civil service rules as vacancies occur. In the Indian Service quarters, heat, and light are furnished free of charge.

The duties of this position are to have charge, under the superintendent's direction, of farming and agricultural operations on farms connected with the various Indian

## THE CITRUS INDUSTRY

schools, to give instruction in practical agriculture in these institutions, and to do extension and instructional work in practical agriculture among adult Indians.

Competitors will not be required to report for examination at any place, but will be rated on their training and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. Civil-service examiners at the post office or customhouse in any city

In a certain community, the neighbors bought a pure-bred bull cooperatively. These same neighbors at length became embroiled in a neighborhood lawsuit over this bull. There were no spiritual elements in this cooperative, economic venture, but the lawsuit split the church in two.—Prof. Ralph Felton in "Our Templed Hills."

Farmers and farm women interested in learning more about their work will find Farmers' Week at the University of Florida a great help. It will be held August 9-14, 1926.

## CLASSIFIED ADVERTISEMENTS

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

## REAL ESTATE

**WILL EXCHANGE** West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

**FIVE ACRES** and a town lot, all for \$700.00. Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

**"BOOK OF TRUTH"**  
For planters of new groves  
is yours for the asking.  
Write Today.  
**OCKLAWAHA NURSERIES INC.**  
"Pedigreed Citrus Trees"  
Lake Jim, Florida

**FOR SALE CHEAP**—Eleven acres high,

June, 1926

rooly citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquira, 41 N. W. 29th St., Miami, Fla.

**WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY. ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.**

**SATSUMA BUDWOOD** from Bearing Trees. Hills Fruit Farm, Panama City, Fla.

**For Sale**—Pineapple land in winterless Florida. \$15 an acre. Almont Ake. Venus Fla.

## MISCELLANEOUS

**ADVERTISING RESEARCH WANTED:** Specialist in foods and nutrition, drugs, disinfectants, and insect control. Successful record in copy work and syndicate writing. Desire assignments in fruit products. Can introduce new facts and put new punch into educational advertising. Mrs. Susa P. Moore, P. O. Box 523, Chicago.

**FOR SALE**—Dairy and stable manure, car lots. Link & Bagley, Box 444, Tampa, Florida.

**WHITE WYANDOTT** Cockrels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Florida.

**REPOSSESSED** player piano may be purchased for small unpaid balance by reliable parties on easy payments. We guarantee this player to be in excellent condition and a very unusual buy. Plenty of good rolls and bench included. M. L. Price Music Co., Tampa & Zack St., Tampa.

**SOUTHDOWN SHEEP.** White Rocks, Toulouse Geese, Guineas, Angora and Milk Goats, Circular free. Woodburn, Chilton, Va.

## FOR SALE

**Remington Portable Typewriter** with standard keyboard. Has all advantages of larger machine. Ideal for farm and home use. \$60. cash or sold on easy terms. Remington Typewriter Co., 103 Parker St., Tampa, Florida

## FARM—GROVE—HOME

22 acres large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, school; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Florida.

**HIGH BLOOD PRESSURE** easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mowhawk, Florida.

Laredo soy beans, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

**MILLION** Porto Rico Potato Plants, \$2.50-1000. W. W. WILLIAMS, QUITMAN, GA.

"A GOOD HAND LENS is necessary to produce good fruit. R. E. Lenfest, Winter Park carries a stock of the best and most practical for the convenience of growers. A good lens saves spraying money. Write for prices."

**FARMER AGENTS:** Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders. We deliver and collect. Commissions weekly. Established 35 years. Particulars free. Rusler Co., Box C-18, Johnstown, Ohio.

**EARLY BEARING** Papershell Pecan trees, budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

**We Collect** Notes, Accounts, Claims anywhere in world. No charges unless collected. We have collected in every State in Union, Canada and foreign countries. 25 years experience. MAY'S COLLECTION AGENCY, 28 Tinker Building Orlando, Fla.